

ABSTRACT OF THE DISCLOSURE

A hold-type display apparatus is more likely to suffer the deterioration in the visibility of moving images due to the blur effect, compared to an impulse-type display apparatus. A single frame period is divided into a first period and a second period. Pixel data to be written to a pixel are written in a concentrated manner in the first period during a frame period. At this time, a write value for the pixel is set to twice a value of the image data in order not to lower the brightness of the images as a whole. However, only if the doubled value exceeds a range that can be displayed, the remaining pixel data are written in the second period. Thus, the change in display brightness approximates the impulse-type display apparatus, so that the visibility of moving images is improved.